

Case study

Kaye-Smith take on more business with faster time to market



HP Exstream provides a single platform to support constantly evolving customer communication requirements

Industry

Print Service Provider

Objective

Establish a comprehensive software solution to create, manage and deliver personalized financial statement

Approach

Researched the available options, creating a shortlist of three before conducting a proof-of-concept with HP Exstream

IT matters

- Reduced processing time for many document applications, from 24 to three hours with HP Exstream's high-performance engine
- Ability to dynamically incorporate TransPromo messages into documents at run time with advanced campaign management capabilities
- Provided a single platform with the breadth and depth of functionality to support Kaye-Smith's constantly evolving customer communication requirements

Business matters

- Produced more relevant and understandable customer communications with targeted messages and graphics
- Allowed Kaye-Smith to take on more business, accelerate time to market and free up key resources to focus on other core projects
- Provided a short learning curve with HP Exstream's flexibility, speed and ease of use

KAYE-SMITH



“With other products you might have to take three to five steps to do the same thing you can do in one step with HP Exstream. And the speed is phenomenal. HP Exstream’s high-performance engine has reduced processing time for many document applications from 24 to three hours.”

– John Davila, database group manager, Kaye-Smith

Single platform for customer communications

Kaye-Smith wanted to bring its financial statements to the next level with the ability to insert personalized messages, graphics and TransPromo campaigns into statements. To do so, it recognized the need for a comprehensive software solution to create, manage and deliver these types of sophisticated document applications. HP Exstream’s advanced campaign management proved the ideal solution.



Challenge

Diverse organization

Kaye-Smith has been a leader in the document outsourcing business for 20 years, rising from a small Seattle-based business forms manufacturer to a company that designs, prints, stores and distributes every kind of business document in nearly every conceivable way for companies doing business domestically and internationally. Its founder, Lester Smith, has long espoused the philosophy of investing in good people and state-of-the-art technology. This philosophy has led the company to develop into a diverse organization capable of offering a complete suite of products and services.

The company provides document outsourcing services to a wide variety of industries including financial services, insurance, healthcare, banks and credit unions. Kaye-Smith wanted to bring its financial statements to the next level with the ability to insert personalized messages, graphics and TransPromo campaigns into statements at run time. To do so, it recognized the need for a comprehensive software solution to create, manage and deliver these types of sophisticated document applications.

Finding the right support

“We wanted to start developing transactional statements that offered more relevant customer information and were easier to read and understand,” said John Davila, manager of the Database Group at Kaye-Smith. “The software solution we were using was limited. To accomplish what we wanted to do, it was important that we find the right product and the right company. So we went on a search.”

Kaye-Smith’s management team narrowed down the alternatives to three solutions including HP Exstream’s enterprise software. Each was asked to produce a proof of concept. “The Exstream team did the best by far,” says Davila. “They took our specs and utility bill and not only met our requirements, but surpassed them by acting as consultants right out of the gate. They showed us how to add value by using other types of graphs and tables to make the statements even more personalized than we planned. They also showed us how to rearrange information to make the statements more understandable. We can be a tough crowd here when it comes to vendors. In fact, we held out on a few things we wanted to accomplish and then asked for them during the demo. The HP Exstream representative said ‘no problem,’ and made the changes on the spot. The competition struggled to do the same. We were all very impressed with HP Exstream.”

HP Exstream delivers

Kaye-Smith immediately began to enjoy the flexibility, speed and ease of use HP Exstream delivered. Responding to the growing opportunity in the variable data market space, the company now takes advantage of HP Exstream’s advanced campaign management capabilities to use available white space as valuable real estate for inserting TransPromo campaigns and informational messages according to specific customer profiles. Campaign messages can include variable text, charts and images that are dynamically incorporated into documents at run time.

Customer solution at a glance

Application

HP Exstream

Software

• HP Exstream

“The short learning curve was amazing to us,” noted Davila. “With other products you might have to take three to five steps to do the same thing you can do in one step with HP Exstream. And the speed is phenomenal. The HP Exstream high-performance engine has reduced processing time for many document applications from 24 to three hours.

“We selected HP Exstream to add value to our financial statements, making them more relevant and understandable with targeted messages and graphics. Now we are doing so much more than that. For example, we are producing an extremely complex piece for a large non-profit organization that provides relief throughout the world. Part of the project includes donor statements with more than 525,000 dynamically selected images based on donations, language requirements and personalization down to a certain child in a specific location. HP Exstream makes a project like this possible.”

“HP Exstream’s robust features make it possible for us to grow in a very proactive way.”

– John Davila, database group manager, Kaye-Smith

New ways to grow

Kaye-Smith also took advantage of HP Exstream’s Application Solution Center (ASC) to handle its business growth in a creatively efficient and cost effective way. A worldwide service offering, the ASC is staffed by a team of HP Exstream specialists working collaboratively to deliver full-service, turnkey solutions for customers from converting legacy document applications to creating new ones using HP Exstream. This service has allowed the company to take on more business, accelerate time to market for certain time-sensitive customer communications and free up key resources to focus on other core projects.

With the help of HP Exstream, Kaye-Smith is growing its business by offering value-added services that include very complex variable data document solutions.

“HP Exstream’s robust features make it possible for us to grow in a very proactive way,” continues Davila. “We selected the software to add value to our financial statements, making them more relevant and understandable with targeted messages and graphics. Now we are doing so much more than that.”

Kaye-Smith is a leading-edge enterprise committed to providing personalized document solutions to a very diverse set of customers, when and how they need them. HP Exstream is the perfect technology to accomplish this due to its single infrastructure that provides the breadth and depth of functionality to support a company’s constantly evolving customer communication requirements.

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